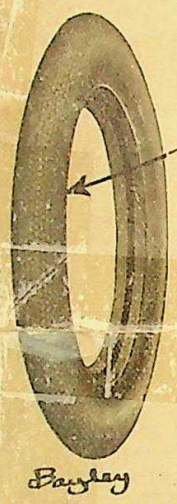
152-14 R.T. X.
209.1
LIFE April 11, 1912
Vol 59 No 1537. p 748

est Novelties in Rubber Tread "Non-Skids"

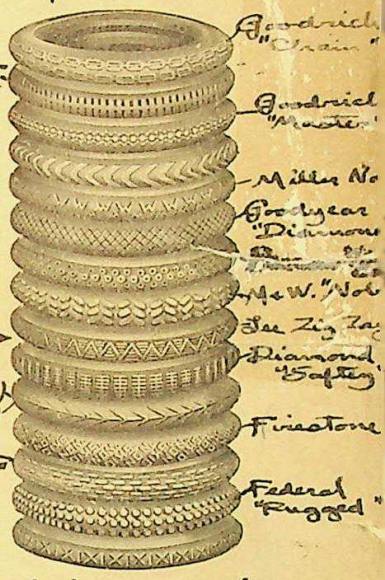
Many Fancy Designs All Based on a Wrong Principle



This style of rubber-tread "non-skid," adopted a few years ago, has been practically abandoned because wrong in principle.

PATENT OFFICE
MAY 18 1912
DIV. 41, FILED.

These 1912 rubber-tread "non-skids" differ from the above in appearance only. They also are wrong in principle.

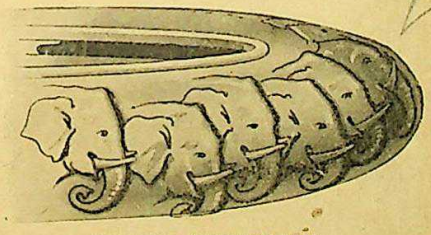


The rapidly increasing variety of rubber "non-skid" designs is proof that none of them is right—that the manufacturers are experimenting at the expense of the user.

A principle wrong in 1906 cannot be right in 1912

FOR THE DEMOCRAT

Suggestions for Additional Distinctive All-Rubber Non-Skid Treads



FOR THE REPUBLICAN

FOR THE ARTIST

FOR THE SPORTSMAN

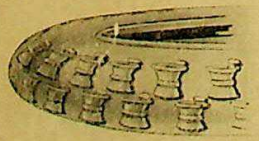
These tires would be easy to sell, though they wouldn't prevent skidding any more than those already illustrated. Think of the advertising value of a trail in the road indicating your vocation.

These distinctive treads would not prevent a sale if a *republican*, for example, wished to sell his car to a *democrat*, or vice versa. Just drive a few hundred miles and the designs will disappear as all-rubber non-skid designs do.

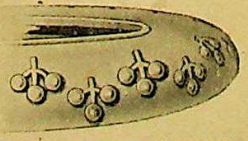
These designs are not copyrighted—all manufacturers are welcome to adopt them.

FOR THE MUSICIAN

FOR THE ARCHITECT



FOR THE DRUGGIST



FOR THE PAWNBROKER

FOR THE LAWYER

FOR THE CAPITALIST

(209.1)

Dec-41